

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders	Order / Rev:	698188 - 2	
	Alt Order #:	6225594	
	Product Desc:	BEAN FOR FL SENATE	
	Estimate:	222	
	Flight Dates:	08/07/12 - 08/14/12	Primary AE: Jim Quinn
	Original Date / Rev:	08/02/12 / 08/02/12	Sales Office: T-PHI
	Order Type:	Core	Sales Region: NAT

Agency	Name:	Mentzer Media Services/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		600 Fairmount Ave. Suite 306	Billing Cycle: EOM/EOC
		Towson, MD 21286	Agency Commission: 15%

Advertiser	Name:	Bean, A/ R / FI Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-State Senate	Order Separation: 00:15:00
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	88	\$55,240.00	\$46,954.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	88	\$55,240.00	\$46,954.00	0.00
Totals	88	\$55,240.00	\$46,954.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	38%	\$55,240.00
Market	100%	\$145,368.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$10,175.79
WCWJ	0%	\$0.00
WJXT	25%	\$36,342.11
WJXX	7%	\$10,175.79
WTEV	23%	\$33,434.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WTLV	08/07/12	08/12/12	Olympic Late News	CM	Various	-TWTFSS	:30	6	\$400.00	P-3	0.00	NM	5	\$2,000.00
				Olympic Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTFSS		6			\$400.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WTLV	08/06/12-08/12/12	Olympic Late News		Various	-TwThFSaSu	:30		(\$400.00)		0.00	NM		
				Credited											
N 27	WTLV	08/11/12	08/12/12	Olympics Weekend PM	CM	Sa/Su 12-6p	-----SS	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
				Olympics Weekend PT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----SS		1			\$1,250.00			0.00			
N 28	WTLV	08/07/12	08/10/12		CM	Olympics Weekday-2222--		:30	8	\$425.00	P-1	0.00	NM	8	\$3,400.00

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Advertiser: Bean, A / R / FI Senate
 Product Desc: BEAN FOR FL SENATE
 Estimate: 222
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Weekday DT														
Olympics Weekday DT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-2222--		8		\$425.00		0.00				
N 29	WTLV	08/13/12	08/14/12	M-F 11a-12p	CM	M-F 11a-12p MT-----	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
M-F 11a-12p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2		\$70.00		0.00				
N 30	WTLV	08/13/12	08/14/12	M-F 12-1230p	CM	M-F 12p-12:30p MT-----	:30	2	\$155.00	P-1	0.00	NM	2	\$310.00
FCN Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2		\$155.00		0.00				
N 31	WTLV	08/13/12	08/14/12	M-F 730-8p	CM	M-F 7:30p-8p M-----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
Jeopardy														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1		\$1,100.00		0.00				
N 32	WTLV	08/13/12	08/14/12	Tonight Show	CM	1135p-1237a M-----	:30	2	\$145.00	P-3	0.00	NM	2	\$290.00
Tonight Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		2		\$145.00		0.00				
												Totals	88	\$55,240.00